

CLAIMS

What is claimed is:

1. A system for conditionally redeeming an electronic coupon, comprising:
a distribution module distributing an adaptive electronic coupon to a user;
electronic coupon metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment;
a redemption system honoring the adaptive electronic coupon at a time and place of redemption based on the predetermined conditions relating to the personal data of the user and the redemption environment.
2. The system of claim 1, comprising a verification system verifying that the predetermined conditions have been met at the time and place of redemption.
3. The system of claim 1, wherein the redemption characteristics correspond to a redemption category and a redemption value.
4. The system of claim 1, wherein the predetermined conditions relate to a time of redemption.
5. The system of claim 1, wherein the predetermined conditions relate to a place of redemption.
6. The system of claim 1, wherein the predetermined conditions relate to a weather condition at a time and place of redemption.

7. A method of conditionally redeeming an adaptive electronic coupon, comprising:

distributing an adaptive electronic coupon to a user, wherein the coupon has metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment;

automatically changing redemption characteristics of the coupon based on predetermined conditions relating to personal data of the user and a redemption environment;

honoring the adaptive electronic coupon at a time and place of redemption based on the predetermined conditions relating to the personal data of the user and the redemption environment.

8. The method of claim 7, wherein said distributing the adaptive electronic coupon to the user corresponds to distributing the adaptive electronic coupon to the user, wherein the adaptive electronic coupon has a redemption category, a redemption value, and adaptability metadata defining dependency of at least one of the redemption category and the redemption category on the predetermined conditions.

9. The method of claim 8, wherein said automatically changing redemption characteristics of the coupon based on predetermined conditions relating to personal data of the user and a redemption environment corresponds to changing at least one of the redemption category and the redemption value according to the predetermined conditions.

10. The method of claim 7 comprising verifying that the predetermined conditions have been met at the time and place of redemption.

11. The method of claim 7, wherein the predetermined conditions relate to a time of redemption.

12. The method of claim 7, wherein the predetermined conditions relate to a place of redemption.

13. The method of claim 7, wherein the predetermined conditions relate to a weather condition at a time and place of redemption.

14. A hand-held device comprising:
a communication system for controlling at least one consumer electronic product corresponding to a broadcast media delivery device;

a memory storing a user reward corresponding to an electronic coupon having redemption terms, wherein the coupon has metadata automatically changing the redemption terms of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment;

a processing system having user interaction capability and an embedded procedure adapted to mediate the user reward.

15. The device of claim 14 wherein said processing system includes embedded procedure to discourage channel changing.

16. The device of claim 14 wherein said embedded procedure includes mediating a viewer reward according to variable redemption terms relating to personal data of a user and a place of redemption.

17. The device of claim 14 wherein said embedded procedure includes procedure to synchronize channel changes between plural consumer electronic products.

18. The device of claim 17 wherein said plural products include a television receiver and a video recorder.

19. The device of claim 14 wherein said embedded procedure implements a channel redirection operation.

20. The device of claim 14 wherein said embedded procedure implements a show reminder operation.

21. The device of claim 14 wherein said memory is removable.

22. The device of claim 14 further comprising system to synchronize said memory with a second memory associated with a consumer electronic product.

23. The device of claim 14 further comprising system to synchronize said memory with a second memory associated with a set top box.

24. A portable electronic coupon viewer comprising,
a hand-held device having electronic memory associated therewith;
a data structure defined within said memory for storing electronic coupon data, including coupon metadata that embeds information regarding the commercial terms of said coupon, wherein the coupon metadata automatically changes redemption characteristics of the

coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment; and

an active display embedded in the handheld device and adapted to visually render an electronic coupon according to the electronic coupon data and variable expiration terms associated therewith.

25. The portable viewer of claim 24 wherein said metadata includes at least one datum for mediating redemption expiration terms.

26. The portable viewer of claim 24 wherein said metadata includes at least one datum for mediating variable redemption terms relating to personal data of a user and a place of redemption.

27. An electronic coupon, comprising:
a computer memory having a data structure to represent said electronic coupon;
said data structure including metadata that embeds information regarding the commercial terms of said coupon including variable redemption terms, wherein the metadata automatically changing redemption characteristics of the coupon post distribution based on predetermined conditions relating to personal data of the user and a redemption environment.

28. The electronic coupon of claim 27 wherein said metadata includes at least one datum for mediating variable redemption terms relating to personal data of a user and a place of redemption.

29. The electronic coupon of claim 27 wherein said metadata includes at least one datum for mediating expiration terms.